

Paris, October 22, 2009

## **Calyptus contributes to the success of the Prodware retail bond issue**

Calyptus, financial and corporate communication agency, which counseled Prodware - an Alternext listed company - for its public bond issue, is very pleased to be associated with the success of the operation. Hundreds of retail investors subscribed to this bond issue bringing in more than 5 M€. The operation is a first for small and midcaps, which to date have not been present in the "straight bond" market.

Since the opening of the subscription on 31<sup>st</sup> August until the closing on 12<sup>th</sup> October 2009, Calyptus ran a highly effective financial communication operation creating awareness with the general public. It notably set up:

- an intensive PR campaign with the entire economic and financial media as well as specialized titles: including issuing regular press releases and set-up of one-to-one interviews with Philippe Bouaziz, CEO of Prodware;
- a multi media plan including daily economic press, radio, major stock market websites, specialized financial websites as well as a general editorial website;
- a dedicated telephonic line to answer questions from the retail investors.

This intensive plan generated over 50 articles in the economic dailies, personal finance oriented press, confidential letters, websites and blogs, as well as 4 interviews on TV and radio.

*« With this operation which allows us to diversify our investment sources, we also wished to consolidate awareness and visibility for Prodware. Thanks to the communication strategy proposed by Calyptus, that too within a reasonable budget, we were able to achieve this dual objective »,* said Philippe Bouaziz, CEO of Prodware.

*« Even if the stock markets are performing well this year, it is still extremely difficult to raise funds, especially for a small or midcap company. Given the economic situation, we are particularly proud that we could contribute to this operation's success, where the audacity of the issuer and its CEO Philippe Bouaziz, and the creativity of its prime broker, Euroland Finance, have been rewarded »,* concluded Mathieu Calleux, CEO of Calyptus.

### **About Calyptus**

Calyptus is a human-size corporate and financial communications agency. It helps businesses – small or large – to better determine their identity and inspire confidence, set against the growing number of stakeholders, the globalization of the markets and heightened competition to find capital.

Calyptus has developed an original vision of its business at the crossroads for corporate and financial communications. With its tailor-made approach, the agency's offering is concentrated on consulting activities, which enables it to offer commitment, motivation and effectiveness for each one of its clients each day.

Calyptus has around 40 client companies, including *ADL Partners, Atari, Boizel Chanoine Champagnes, Calyon, Europlasma, Guyenne et Gascogne, Harvest, Kindy, Maesa, Nexans, Parrot, PCAS, Press Index, Prodware, Promeo, Quantel, Referencement.com, Rentabiliweb, Riber, Rougier, STMicroelectronics, United Anodisers...*